ABSTRACT

Breastfeeding is a natural process and is an art that must be learned again, because breastfeeding is actually not only provide opportunities for baby to grow into a healthy man physically, but also more intelligent, have a stable emotional, spiritual development is good and social development better. In recent years this has rarely encountered mothers who want to breastfeed their babies, this is caused by several factors, among others, women feel less milk, breastfeeding mothers do not understand the correct way, relactation, baby got Prelacteal feeding, physical abnormalities in the mother and physical abnormalities in the baby.

But in this case, the most highlighted is the lack of respective ideologies factor mothers to breastfeed their babies are right that women experience fatigue. Less factor to breastfeed their respective ideologies get a percentage of 26.41% in the eyes of respondents, followed by mothers experiencing fatigue factor of 16.25%. In this regard, it is necessary innovation that created a tool to help breastfeeding mothers when breastfeeding her baby in the correct position so that the mother and baby feel comfortable when breastfeeding takes place. Therefore, the redesign of a product design tool of breastfeeding also needs to be done based on the principles of ergonomics and biomechanics as well as the Voice Of Customer.

Stages of this study begins by gathering the Voice Of Customer and anthropometric data. Next is to make the preparation of the technical characteristics and determine the technical characteristics to be used as input in the design of alternative product concepts using the Frame House Of Quality Quality Function Deployment. This alternative product design concepts of ergonomics and biomechanics aspects based on anthropometric data processing and software design using Autodesk Inventor. Concept selection is done using a matrix that contains the criteria established by the desire of consumers to obtain a product concept is selected. The concept of these selected products will be made into a prototype product before mass produced by the manufacturer.

In its design, the method used is the method of Quality Function Deployment. In addition to stem from the creative ideas of researchers, this method also include Voice Of Customer obtained through interviews with 15 mothers breast-feeding. Step-by-step design method is the collection of Quality Function Deployment Voice Of Customer, the matrix formulation of customer needs, the preparation of the planning matrix, determination of the technical characteristics of the relationship with the Voice Of Customer and the last to do benchmarking and target similar products.

From the results of research conducted, the results obtained by the product to be designed is a nursing pillow can be folded and in the center of the pillow is shaped to follow the baby's curves. Size used was 55 cm length of nursing pillow, 30 cm width of nursing pillow, 15 cm height nursing pillow, 50 cm length of the nursery, 25 cm width of the nursery and 95 cm long belt.

Keyword : Product Design, Ergonomic, Quality Function Deployment